

REQUEST FOR COUNCIL ACTION

SUBJECT: Review City branding video and logo design options.

SUMMARY: The City's Branding Committee has been working on a video to be used for economic development as well as on the City website and social media platforms. A new logo is also in design to replace the logo that's been in use since 1980. Council approved both projects as part of the City's rebranding efforts.

FISCAL IMPACT: Council approved the expenditure up to \$25,000.00 as part of the 2013-2014 Budget.

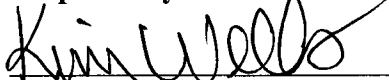
STAFF RECOMMENDATION:

Staff is looking for council support of the direction the video is heading as well as feedback on logo design. The video and logo will be shown/distributed at the meeting.


MOTION RECOMMENDED:

No motion required, Council is only directing staff for modifications to the products presented.

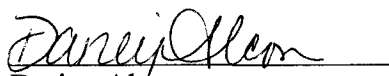
Prepared by:


Kim Wells
Communications Manager

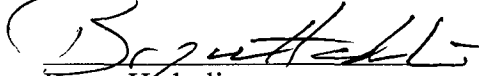
Recommended by:


Rick Davis
City Manager

Reviewed by:


Darien Alcorn
Deputy City Attorney

Reviewed by:


Bryce Haderlie
Assistant City Manager

BACKGROUND DISCUSSION:

The City Council of West Jordan City, on January 18, 2013, communicated its unified desire to move forward with the creation of a branding strategy. This branding strategy would include but not be limited to the creation of a new City logo and slogan. It was proposed by the City Manager at the time that the creation of a new logo and slogan should be a part of a more comprehensive strategy to address community branding and marketing.

The City of West Jordan is currently working with a video production company to create a 3-5 minute community branding video as well as a 30-second version. The project includes shooting footage at various locations, preparing graphics, editing, and exporting to the final format. The final video will be shown at the Chamber's Share the Magic event January 26, 2014.

Design work is also underway with a graphic artist with expertise in strategic logo creation to design a logo to identify and market the City of West Jordan. The logo will be used on all materials produced by and for the city including signage, printed materials, advertisements, products, website, e-mails, letterhead and other materials. Staff will use the materials with the current logo to avoid waste.